

STEPS OF A SURVEY

1. What do you want to learn?

2. What action do you want to take with your results?

3. Who do we need to ask?

4. Create Questions.

- a. What was your research objective?
- b. Questions should be fun and easy to answer
- c. Provide instructions and confidentiality statement at the beginning
- d. Keep the questions short and easy to read
- e. Use response options that make sense and fit everyone
- f. Ask one question at a time
- g. Use open ended questions sparingly
- h. Ask questions that avoid biasing the respondent

Layout your questions in a logical order that is easy to read

Example Layout:

1. Thank you for agreeing to participate in our study about _____. Your answers will be kept confidential.
2. Short, easy, introductory questions are first
3. Questions become more in-depth as survey progresses. Difficult or sensitive questions at the end.
4. Demographics at the end (age, gender, etc).